



### Official Proclamations

**Proclamation Facts:** Proclamations can be issued by federal government officials, governors, state legislators, or city, county, and town officials. For the last several years, the President of the United States, along with more than 100 governors, mayors, and other officials across the country, have issued **Recovery Month** proclamations.

Local officials' endorsements of your **National Alcohol and Drug Addiction Recovery Month (Recovery Month)** campaign are an important way to increase its visibility. When policymakers endorse the cause, they can attract more people and media attention, ultimately showcasing that treatment and recovery are goals worth sustaining.

In 2007, 146 **Recovery Month** proclamations were issued (see [www.recoverymonth.gov/2007/proclamations.aspx](http://www.recoverymonth.gov/2007/proclamations.aspx) for a list of jurisdictions that support **Recovery Month**). For previous years' proclamations, please click on the "Our Successes"

link on the main **Recovery Month** Web site and select the "Highlights and Accomplishments" link.

### Writing Your Proclamation

- **Use one of two styles, traditional or modern, outlined in the box to the right when writing your proclamation.** Take a look at the templates of both proclamation types included at the end of this document.
- **As needed, tailor the templates provided in this document.** Insert local information about specific substance use disorder issues, such as a lack of centers that offer individualized care, as well as examples of successful treatment and recovery outcomes. You also can download these templates from the **Recovery Month** Web site at [www.recoverymonth.gov](http://www.recoverymonth.gov).

**Two Types of Proclamations:** Traditional proclamations start with a series of statements beginning with the word "Whereas," which means "because" or "since." The "Whereas" clauses state the current state of affairs and suggest the reasoning behind the proclamation. They are followed by one phrase beginning with "Therefore," which is the root of the proclamation and where requests for specific support or solutions are made. Modern proclamations have the same points as traditional versions, but are written as a statement. Both types end by proclaiming September as **National Alcohol and Drug Addiction Recovery Month**.

### Eight Tips for Drafting Your Proclamation

1. **Find inspiration** before you draft your proclamation. You can view other proclamations on the **Recovery Month** Web site, [www.recoverymonth.gov](http://www.recoverymonth.gov), for ideas on what to include.
2. **Draft your proclamation** before reaching out to the official's office. That way, the staff member will have a clearer understanding of what you want them to support.
3. **Include the 2008 Recovery Month theme, "Join the Voices for Recovery: Real People, Real Recovery,"** when crafting your proclamation.



4. **Reach out to a variety of officials** in your area and the corresponding staff members who handle their proclamations, typically someone in the communications office. Pick an official who has supported treatment services and recovery in the past or one who is willing to discuss improving access to treatment.
5. **Inquire about the timeline for a proclamation signing** by contacting the office of the official three to four months before **Recovery Month**. Introduce **Recovery Month** and details about your organization's planned activities, including how these are relevant to the welfare of the official's constituents.
6. **Explain** that you would be grateful and honored if they can participate in this noble effort by signing a proclamation and that you have the proclamation for them to review.
7. **Call back frequently**, as you might not hear from the official's office for days, or sometimes weeks, at a time. Do not hesitate to call to check on the status of your proclamation, as you do not want it to get lost in the shuffle.
8. **Post it on the Web** once you obtain a signed proclamation; send a copy of the proclamation to [recoverymonth@iqsolutions.com](mailto:recoverymonth@iqsolutions.com) for posting on the **Recovery Month** Web site, [www.recoverymonth.gov](http://www.recoverymonth.gov). You also can mail a hard copy to Office of the Director, Consumer Affairs, Substance Abuse and Mental Health Services Administration's (SAMHSA's) Center for Substance Abuse Treatment, 1 Choke Cherry Road, Second Floor, Rockville, MD 20857.

## Expanding the Reach of Your Proclamation

Publicizing the proclamation, once it is secured, is another way to bring attention to **Recovery Month**. Doing so also will display your organization and local officials as leaders in promoting long-term recovery.

- **Distribute** the proclamation to the "local" or "metro" desks of local newspapers, along with a press release announcing that a local official has signed the proclamation. Please refer to the tips on how to write a press release included in this planning toolkit.
- **Incorporate** the proclamation signing as part of another **Recovery Month** event, such as the rally at the conclusion of a run/walk where the official participated. During this media event, you can display the proclamation by having it photo-enlarged to a poster size or framed.
- **Arrange a "town-hall" meeting** with the official after the proclamation signing. This meeting might include a roundtable discussion featuring guest treatment and recovery support providers, faith-based groups, and others who can further the message of long-term recovery to your state's policymakers.
- **Display** copies of the proclamation in the lobbies of public places, such as libraries and government buildings. Do not forget to get permission first.

## Share Your Activities and Successes

**Share** your **Recovery Month** plans and activities with SAMHSA and the Center for Substance Abuse Treatment (CSAT), along with the general public. Post them on [www.recoverymonth.gov](http://www.recoverymonth.gov) to generate momentum for the campaign, which will touch millions of people who are affected by substance use disorders.

**Share** community success stories and other outreach efforts during **Recovery Month** by completing the “Customer Satisfaction Form” in this planning toolkit. Instructions are included on the form.

**Share** samples of your organization’s **Recovery Month** promotional materials with:

Office of the Director, Consumer Affairs  
SAMHSA’s Center for Substance Abuse Treatment  
1 Choke Cherry Road, Second Floor  
Rockville, MD 20857

## About **Recovery Month** and Substance Use Disorders

- **Sample materials** from this kit are available electronically at the **Recovery Month** Web site at [www.recoverymonth.gov](http://www.recoverymonth.gov).
- **For additional **Recovery Month** information**, visit the Web site or call 1-800-662-HELP.
- **Substance use disorder, treatment, and recovery information** is available at SAMHSA’s Web site at [www.samhsa.gov](http://www.samhsa.gov).
- **Information on treatment options in your area** and the special services available can be found at [www.findtreatment.samhsa.gov](http://www.findtreatment.samhsa.gov), a searchable database of more than 11,000 U.S. treatment facilities.

# SAMPLE PROCLAMATION #1



## MEDIA OUTREACH

### Traditional Format

**WHEREAS**, treatment and long-term recovery from substance use disorders can offer a renewed outlook on life for those who are addicted and their family members; and

**WHEREAS**, substance use disorders impact 22.6 million people aged 12 or older in the United States (or 9.2 percent of the population), which is more than the number of people living with coronary heart disease, cancer, or Alzheimer's disease combined; and

**WHEREAS**, people who receive treatment for substance use disorders can lead more productive and fulfilling lives, personally and professionally; and

**WHEREAS**, studies have consistently found that individualized treatment is essential for people to be successful in their path of recovery; and

**WHEREAS**, real stories of long-term recovery can inspire others to ask for help and improve their own lives, the lives of their families, and the entire community; and

**WHEREAS**, it is critical that we educate our community members that substance use disorders are treatable, yet serious health care problems, and by treating them like other chronic diseases, we can improve the quality of life for the entire community; and

**WHEREAS**, to help achieve this goal, the U.S. Department of Health and Human Services, the Substance Abuse and Mental Health Services Administration, the White House Office of National Drug Control Policy, and **[name of a treatment organization in your state or region]** invite all residents of **[city or state]** to participate in ***National Alcohol and Drug Addiction Recovery Month (Recovery Month)***; and

**NOW, THEREFORE, I, [name and title of your elected official]**, by virtue of the authority vested in me by the laws of **[city, state, or locality]**, do hereby proclaim the month of September 2008 as

### ***National Alcohol and Drug Addiction Recovery Month***

in **[city or state]** and call upon the people of **[city or state]** to observe this month with appropriate programs, activities, and ceremonies supporting this year's theme, ***"Join the Voices for Recovery: Real People, Real Recovery."***

**IN WITNESS WHEREOF**, I have hereunto set my hand this **[day of the month]** day of September, in the year of our Lord two thousand eight, and of the Independence of the United States of America the two hundred and thirty-third.

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Signature

**[Insert City/State or Other Official Seal]**



### Contemporary Format

As many as 22.6 million people aged 12 or older in the United States are currently facing a substance use disorder, according to the latest national figures. This is more than the number of people living with coronary heart disease, cancer, or Alzheimer's disease combined. Four million of those with a substance use disorder have made the courageous choice to seek out the treatment they need and embark on a path of recovery. We need to recognize the achievements of those who seek treatment services, celebrate their successes, and find help for those still in need.

Treatment and long-term recovery from substance use disorders can offer people a renewed outlook on life. These disorders also take a toll on the families of these individuals, as well as the communities in which they live. It is critical to offer people and their families the treatment and recovery support they need for substance use disorders so they may lead more productive and fulfilling lives, personally and professionally.

Research shows that substance use disorders are medical conditions that can be effectively treated. Treatment for substance use disorders is just as effective as treatments for other chronic conditions, such as high blood pressure, asthma, and diabetes. By educating our community members that substance use disorders are a treatable, yet serious health care problem, and by treating them like other chronic diseases, we can improve the quality of life of the entire community.

Studies have consistently found that individualized treatment is essential for people to be successful in their path of recovery. By offering a forum where individuals can share their real stories of long-term recovery, we can inspire others in need to ask for help and improve their own lives, the lives of their families, and the community as a whole.

For the above reasons, I am asking all citizens of [city or state] to join me in celebrating this September as **National Alcohol and Drug Addiction Recovery Month (Recovery Month)**. This year's **Recovery Month** theme, "**Join the Voices for Recovery: Real People, Real Recovery**," encourages us all to learn how to help those suffering from substance use disorders and their families receive treatment so our community can continue to benefit from their contributions.

The U.S. Department of Health and Human Services, the Substance Abuse and Mental Health Services Administration, the White House Office of National Drug Control Policy, and the [name of a treatment organization in your state or region] welcome your participation in **Recovery Month**.



I, [name and title of elected official], do hereby proclaim the month of September 2008 as

***National Alcohol and Drug Addiction Recovery Month***

in [city or state] and call upon our community to observe this month with compelling programs, activities, and events that support this year's theme, ***"Join the Voices for Recovery: Real People, Real Recovery."***

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Signature

[Insert City/State or Other Official Seal]